



# IMPACT OF SOCIAL MEDIA ON CONSUMER

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## ABSTRACT

Social Media have given an abundance of openings to consumers in adjusting to different aspects of life. Facebook, Twitter and Instagram have played significant places in expanding consumers' online purchases. This paper aims to understand which consumers are substantially told by online purchasing, the reasons that tempt consumers to buy online, types of products that are substantially bought using social media and types of social media that are substantially used by consumers. To achieve these objectives, I conducted the exploration to research the impact of Social Media spots on addicts changing actions who aim to buy online. This paper will offer an overview of how consumers use social media in the stages of decision- making process and the psychographic variables that impact their actions. An inspection of 100 consumers named aimlessly was conducted, to find out to what extent they're impacted by the use of social media, and what part it plays in their decision-making process.

**KEYWORDS:** Social Media, Consumers, Online Purchases, Reasons, Types of Products, Impact, Addicts, Decision-Making Process, Psychographic Variables, Exploration

## INTRODUCTION

By the limited late decades, people's way of shopping has significantly modified and enhanced. Consumers used to guard at physical stores like large shopping walks and multiple still apply the same approach while picking up. even so, with the aid of information and new-age communication technologies, consumers can guard via the internet using several social media and different websites. This type of shopping mode can come in several names similar to online shopping, online buying actions and internet shopping all apply to purchasing and buying products or services via the internet using several social media and different websites.

Social media (SM) are web- predicated services that are also known as " social networking locations" and apply to a network of connections and relations among different addicts (groups or individuals). Social media similar to Facebook, Instagram and Twitter enable druggies to maintain great connections among themselves as well as others by achieving further than one task and easing the way of communication and participating different information. Social media is playing significant places in different aspects of our lives. What's intriguing about SM is that it supports druggies in several sectors, similar as, business, marketing, advertising and education. Social media have played an important part in spreading this miracle briskly. Interacting with consumers on social media may affect adding implicit consumers and the probability of turning implicit consumers into real shoppers. In addition to changing implicit consumers into buyers, SM encourages those buyers to promote and participate in their purchase experience among their musketeers by giving their positive or negative opinions towards a bought product.

Consumers and businesses around the globe have been more connected than ever ahead with the presence of the Internet. Admitting that consumer actions are a fairly general and broad content, which would be challenging to explore, gather, check and conclude all the necessary data and findings into one exploration; therefore, it has narrowed down the focus in

association with the decision- making process, which associates with marketing through social media. The idea of the exploration is to explain why, when, and how social media has impacted the consumer decision-making process.

Besides, maybe, with this perspective the exploration holds, it can help to identify what are the openings and risks companies are facing with this impact on consumer decision-making to seize and embrace the possibilities in the new marketing period.

## LITERATURE REVIEW

### Social Media

Social media takes us back to the morning when people lived in groups and clans and took opinions together by being affected by each other. By simple description, social media refers to conditioning, practices, and actions among communities of people who gather online to participate in information, knowledge, and opinions using conversational media (Web predicated operations). now, a web page is a necessity for the marketing blend of a company, and social media content is considered King. Through social media, viral marketing is developed, which refers to the strategy of prompting the callers of web runners to participate in information published on the Internet, to their musketeers, so that, they can inform further people about a product or event, through prints, videos, etc. "Kaplan, A.M., & Haenlein, M. (2010)"

### Social Networking Sites

Social Networking Spots (SNSs) like Facebook allow individuals to connect, creating interactive profiles in bounded systems. Common features include the ability to craft public or semi-public biographies, a list of suggested connections, and tracking of personal and others' connections. These platforms serve as outlets for brand-consumer relationships, offering avenues like user pages, plug-ins, and groups for establishing closer ties. "J Castillo de Mesa (2020)"

### Consumer behaviour

Consumer actions involve the way individuals, groups or

associations elect, buy, and use products, services, ideas and actions, to satisfy their requirements and solicitations. It's a complex and dynamic process. As a result of globalization and technology development, the way the consumers bear, and suppose is rapidly and continuously changing. "MP Matinez-Ruiz (2019)"

#### Understand why consumers use social media to purchase:

Website visits facilitate consumer interaction influenced by Design, Information, Product, Intellectual, and Cultural factors, clarifying unfamiliar products. Social media's impact shapes consumer perceptions and decisions significantly.

1. Adequate product variety, information, offers, and guarantees drive online shopping willingness among consumers.
2. Webpage design's impact on consumers is clear—appealing layouts attract, while detailed product info and thematic presentation, including colours and images, shape purchasing behaviour.
3. Intellectual factors like website trust and peer recommendations influence consumers' online buying posture and social media usage. "Ronnie Gomez (2021)"

#### Understand which type of consumers are influenced mostly by social media:

Consumers, pivotal in the business landscape, are purchasers of products and services online or offline. Demographics, like gender distribution, shape consumer impact, with "Online Insiders" and "Social Clickers" forming distinct online segments. "Forbes"

#### Consumers who buy online (Online Insiders):

Online connections, active and influential in e-commerce through social media, shape consumer choices and mutual impact. These dynamic impacts repurchase behaviour. Increasingly, consumers rely on social media for informed decisions, with characteristics like youth, education, and internet engagement linked to online shopping tendencies. "Business Insider (2020)"

#### Consumers who browse the internet without buying online (Social Clickers):

Social Clickers, active internet users engaged in news, experiments, and interactions, tend to be younger and less affluent. While they may not significantly influence current purchase decisions, these younger Social Clickers hold potential as strong future influencers due to their heavy online participation and engagement across various subjects and societies. "B Daroch"

#### Type of social media substantially used by consumers:

Facebook, Twitter, and Instagram are major platforms used by consumers for varied purposes, with over 11 million engaging across 70 platforms for purchasing, information sharing, and reviews. Notably, Facebook holds 6 million registered buyers and 51% of users making purchases, while Twitter and Instagram show appreciative followers and growing popularity respectively. "K Jamil (2022)"

#### What makes social media marketing special?

Given limited traditional advertising budgets, social media marketing offers cost-effective opportunities for small and medium-sized companies. "Adam Hayes (2023)"

#### RESEARCH METHODOLOGY

This research has a dual purpose: firstly, to uncover decision-making factors and variables; secondly, to delineate how social media transforms decision-making, particularly in contrast to traditional marketing. It aims to enhance comprehension for consumers and companies regarding the impacts of social media on decision-making processes, potentially shedding light on risks and opportunities in the emerging marketing landscape.

#### Objectives of the study:

The specific objectives of the research are:

- The main objective of the study is to find out the impact of social media on the consumer decision-making process, attitudes and behaviour of different age groups from different educational backgrounds.
- To understand different factors that can influence consumer preferences.
- To determine the usage of specific social networking sites.
- To understand the pros and cons of social networking sites.

#### RESEARCH DESIGN

The survey aims to find out how, why, and where social media has influenced individuals in the process of decision-making, as well as, hopefully, to identify new perceptions that companies may take advantage of. The check was carried out in the form of a questionnaire.

Since there was only one chance to collect the data, the researcher had to identify precisely what data is needed and design the questionnaire to meet the research objectives.

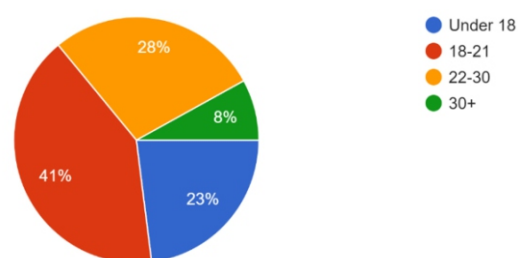
This paper will offer an overview of how consumers use social media in the stages of the decision-making process and the psychographic variables that impact their actions. A survey of 100 consumers named randomly was conducted, to find out to what extent they're impacted by the use of social media, and what part it plays in their decision-making process.

1. The questionnaire was transferred out via the Online Survey Platform "Google Forms" which yields the sample size to be roughly 100 individuals. Participation was voluntary, and the questions were designed in English.

#### DATA ANALYSIS

##### Age?

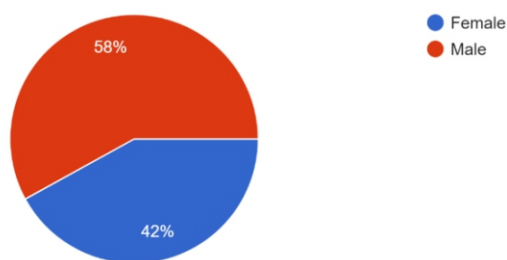
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- According to the data reviewed, the majority population was from 18-21 i.e. 41(%), followed by 28(%) of the population between the ages of 22-30, followed by 23(%) of teenagers under 18 and the remaining 8(%) of people above the age of 30. This shows the involvement and usage of social media is higher in the youth generation as compared to the older population.

**Gender**

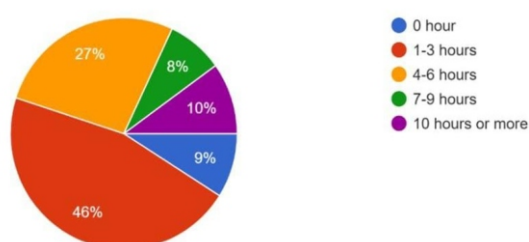
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- The 58(%) of the respondents were male, and 42(%) were the female respondents.

**1. Time (approx.) spent on social media sites per week.**

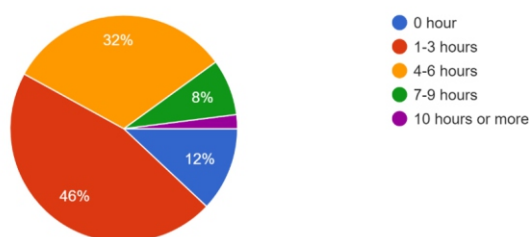
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- It has been demonstrated that 46% of respondents spent 1-3 hours on social media and 27 % uses 4-6 hours.

**2. Time (approx.) spent on the mass media (T.V, radio, magazine, newspaper and so**

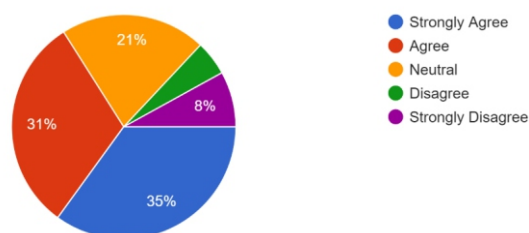
100 responses



- Whereas 46% of the population spent 1-3 hours weekly giving importance to mass media (Radio, TV, Newspapers), and 12% spent the least i.e., 0 hours.

**3. Do you think that with social media sites, you can seek out products/service information initiatively(actively)?**

100 responses

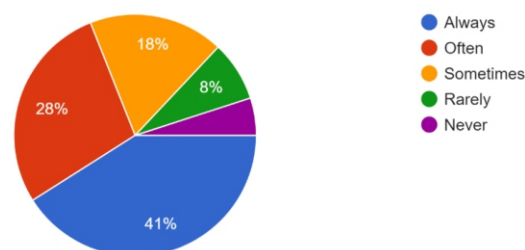


- 35(%) strongly agree and 31(%) of the respondents had shown agreement that they can seek out information initiatively with social media sites. Consumers in this case are considered an active information process.
- Attitude of individuals is one of the critical factors in

associate with the buying model. To understand better the factors which, cause attitude, and how attitudes affect and are altered during the decision-making process, several questions were asked.

**4. Do you tend to seek out information that is consistent with your initial opinion/preference for a purchase?**

100 responses



- By looking at the gathered data from the survey, 41% of the population tend to seek out information, that is consistent with their preference of the purchase.

**DISCUSSION**

Even though hypotheses were approved by findings from the survey and the research is suitable to give a certain degree of new perceptiveness in relating to the current situation, limitations may still exist.

The below findings cannot represent all individuals as a whole, due to the decision-making process involves intellectual factors which may affect different behavioural conduct.

As the survey has been taken out of 100 replies. It cannot be taken as an accurate result of how social media have impacted consumer buying behaviour. The study respondents were of all age groups, but substantially they were scholars, it can be concluded that different populations other than scholars can give a better impact that society is followed on a large scale.

The data sample was very small which shows limited results of the research. The sample size should be increased to get the effect more accurately as it would cover wider sections of society and help to produce a better result.

**CONCLUSION**

This research explores evolving consumer behaviours in the Digital Age, particularly through social media's lens. Amidst the deluge of daily information, the profound impact of the Social Web on exposure is undeniable. Social media's transformative clarity has reshaped consumer dynamics, urging companies to embrace a fresh marketing mindset. The study's central aim is to comprehensively unveil social media's theoretical and practical impact on consumer decision-making. By delving into consumer perceptions, it illuminates social media's role across decision-making stages, offering insights for companies to navigate risks, capitalize on opportunities, and optimize social media for enhanced decision-making.

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